DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT AGENCY
HEADQUARTERS, UNITED STATES ARMY AREA III SUPPORT ACTIVITY
UNIT # 15716
APO AP 96271-5716

REPLY TO
ATTENTION OF:

IMKO-AC-PAI

2 0 SEP 2006

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Area III Support Activity Policy Memorandum #65 - Interactive Customer Evaluation (ICE) Policy

1. PURPOSE. To outline Area III Support Activity's ICE administration.

2. APPLICABILITY. To define responsibilities for managing the ICE program.

3. GENERAL.

   a. The ICE system is a web-based application to:

   1) Collect / report Area III customer feedback and satisfaction in a standardized format;

   2) Gather suggestions to improve services;

   3) Identify issues requiring Area III attention;

   b. ICE supports IMA's continuous improvement corporate management strategy. ICE data complements the Performance Management Review (PMR) process, Army Communities of Excellence (ACOE) Organizational Assessment, and the Installation Status Report (ISR).

   c. The following Area III organizations support the ICE program:

   1) The Plans, Analysis & Integration Office (PAIO) is the ICE site manager and administrator. PAIO collects and disseminates ICE customer feedback from the web-site and kiosks.

   2) The Information Management Office (IMO) provides technical computer assistance.

   3) The Morale, Welfare & Recreation (MWR) and Public Affairs Offices (PAO) promote the ICE program.

4. RESPONSIBILITIES.

   a. Area III Commander. Support the ICE program and ensure it is a tool for continuous improvement; as necessary, provide guidance and assist with unresolved issues;

b. <u>ICE Site Manager/Administrator (PAIO)</u>--maintains accountability for the ICE program.

    (1) Ensure ICE sites are functioning; coordinate with IMO for repairs;

    (2) Add/delete/update service provider managers and services on the Area ICE Sites;

    (3) Regularly access the ICE website (http://ice.disa.mil) to view customer comments;

    (4) Strive to ensure an initial response to customer comments within three working days.

    (5) Annotate actions taken in the *site comments* section; review *customer follow-up* to ensure service provider managers update *actions taken*.

    (6) Provide ICE training to service provider managers. Give briefings and presentations on ICE at staff meetings, town hall meetings, new comers' orientation, etc. Represent the command at ICE meetings, conferences, and symposiums.

    (7) Review, analyze, and interpret ICE statistical data. Present data through command channels to the Area Commander, as required. As necessary, disseminate ICE comments requiring immediate attention to the Area Commander and/or appropriate staff.

    (8) As required, submit requested ICE statistics, data, and other ICE information to HQ Korea Regional Office (KORO) to support the Performance Measurement Review (PMR), the Semi-Annual Training Brief (SATB), the Command Inspection Program (CIP), and other programs focusing on quality, productivity, and performance measurement.

c. <u>Service Provider Managers (SPMs)</u>

    (1) Ensure customers receive a response within three working days; enter the response action(s) in the ICE Manager customer follow-up area on the automated comment card;

    (2) Evaluate areas not requiring a customer response, but if not resolved, may affect customer satisfaction;

    (3) Ensure questions or events as part of the service provider information areas are grammatically correct to obtain the desired results; keep the number of questions to a minimum;

    (4) Keep service provider data current;

    (5) Define hardware requirements and determine location, placement, and security. Prepare and submit work orders to IMO for local area network (LAN) connectivity.

    (6) Implement appropriate information assurance measures to safeguard hardware, software, data, and network integrity.

    (7) Ensure ICE webpage functions. Promptly report non-operational terminals to the Area III ICE Site Manager/Administrator or IMO.

 d. <u>Area III Support Activity Directors and Organizational Supervisors of SPMs</u>

  (1) Ensure SPMs perform their responsibilities for the ICE Program.

  (2) Supplement unit comment cards with ICE data to ensure continuous improvement.

  (3) Monitor information, comment cards, and satisfaction level ratings.

  (4) Ensure SPM listings are current; report changes to ICE Site Manager/Administrator.

 e. <u>Information Management Office (IMO)</u>

  (1) Validate work order and equipment requirement for terminal/kiosks.

  (2) Provide network connectivity and customer access to the ICE website; coordinate with the Directorate of Information Management (DOIM) for network assistance.

  (3) Perform a status check weekly to ensure ICE kiosks work; provide results to the ICE Site/Manager. Notify the ICE Site Manager/Administrator for unresolved technical issues.
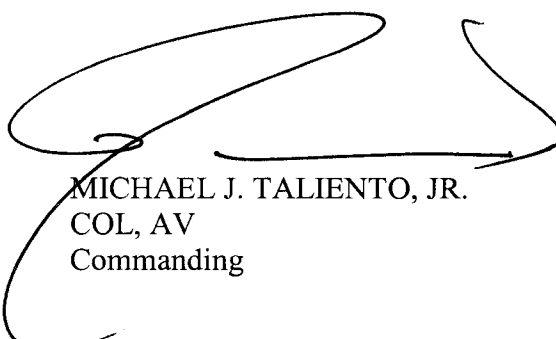
 f. <u>Director of Morale, Welfare and Recreation Division (MWR – Marketing Branch)</u>

  (1) Promote ICE placing signs, flyers, posters, and banners in highly visible areas (i.e. Post Exchange/Food Court, Community Activity Center, Soldiers Support Center, etc.).

  (2) Provide marketing advice; seek cost-efficient methods and materials to promote ICE.

 g. <u>Public Affairs Office (PAO)</u>

  (1) Publish ICE-related newspaper articles for periodicals such as the Morning Calm and Stars & Stripes.

  (2) Procure local radio and TV spots.

5. The proponent for this policy is the Area III PAIO, DSN 753-6105 or 753-8814.

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Commanding

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